

CA2 φN

TI 52

-71R64 COR.1.

Ontario. Travel research branch
Report
No. 64. Characteristics of
visitors to northern Ontario. 1970.





C20N
T1 52
71R64 cop 1

Government
Publications

Travel
Research
Branch

Report
No. 64

CHARACTERISTICS OF VISITORS TO NORTHERN ONTARIO

ONTARIO DEPARTMENT OF TOURISM AND INFORMATION
Parliament Buildings, Toronto, Ontario, Canada

Hon. James Auld, Minister - A.S. Bray, Deputy Minister

NORTHERN ONTARIO TOURIST OUTFITTERS ASSOCIATION

CONFERENCE - THUNDER BAY, ONTARIO

NOVEMBER 2, 1970

"CHARACTERISTICS OF VISITORS TO NORTHERN ONTARIO"

An Address by Peter Klopchic, Ph.D.
Director Travel Research Branch,
Ontario Department of Tourism and
Information, Toronto, Ontario

During the summer of 1969, the Ontario Department of Tourism and Information supervised a survey of U.S. passenger cars exiting from Ontario border points. The purpose of this survey was to discover the main characteristics of U.S. visitors to Ontario, their expenditure patterns, and other information of benefit to the Ontario tourist industry.

By this means we obtained a tremendous amount of data covering the province which will be published in report form in a few months. For this audience, we have extracted specific data concerning visitors to Northern Ontario.

Among other things, we discovered that during the period of survey (July, August and September of 1969) almost one-quarter of a million U.S. vehicles visited Northern Ontario; approximately one-third of them stayed less than 24 hours, and slightly more than two-thirds stayed one or more nights.

SEPTEMBER 5, 1970

CHARACTERISTICS OF VISITORS TO AMERICAN EMBASSIES

An analysis of visitor logs maintained by the American Embassy in London, England, during the period from January 1, 1968, to December 31, 1969, has been completed. The results of this analysis are set forth in the following pages.

During the period of time covered by this report, the American Embassy in London received a total of 1,234 visitors. The majority of these visitors were from the United Kingdom, with 687 visitors being from that country. Other countries represented among the visitors included the United States (156), Canada (123), France (98), Germany (87), and Italy (76). The remaining 113 visitors were from various other countries.

By this means, the American Embassy in London has been able to maintain a record of all visitors to the Embassy. This record includes the name of the visitor, the date of the visit, and the purpose of the visit. The information contained in this report is based on the records maintained by the American Embassy in London.

It should be noted that the information contained in this report is confidential and should not be disclosed to the public. The American Embassy in London is committed to the protection of the security of the United States and its interests, and the information contained in this report is an integral part of that commitment.

This one-quarter of a million U.S. vehicles visiting in Northern Ontario represented 8.5 per cent of all U.S. vehicles travelling in Ontario during the period of survey. I would like to point out, however, that this 8.5 per cent of the total number of U.S. vehicles in Ontario generated 17 per cent of all U.S. tourist expenditure in the province during this period. (See Tables Nos. 1 and 3.)

You will be interested to know that in a comparison of U.S. visitor-expenditures by Ontario Economic Region, it was found that Niagara-Iroquoia Economic Region had the highest percentage (40%) of all tourist expenditure in the province, but the Northeastern Ontario Economic Region was second highest, with 14 per cent or approximately \$24 millions, and that approximately \$6 million was spent in the Northwestern Ontario Economic Region (3 per cent of all U.S. tourist expenditure in Ontario during the survey period) for a total of approximately \$30 million in Northern Ontario.

U.S. tourist expenditure in Ontario during the survey period was approximately \$176 millions. (See Table No. 2.)

These figures are for U.S. tourists who travelled to Ontario by passenger car during July, August and September of 1969. Not included is U.S. tourist expenditure for the rest of the year, and of those who travelled by other modes of transportation.

This component of a million U.S. dollars relating to
Southern Ontario represented 8.5 per cent of all U.S. dollars
traveling in Ontario during the period of survey. I would
like to point out, however, that this 8.5 per cent of the total
number of U.S. dollars is Ontario generated IV per cent of all U.S.
traveler expenditures in the province during this period. (See
Table No. 1 and 2.)

You will be interested to know that in a comparison of U.S.
traveler expenditures by Ontario Economic Region, it was found that
the Western Economic Region had the highest percentage (20%)
of all traveler expenditures in the province, but the percentage
of U.S. dollars spent was second highest, with 18 per cent of
approximately 225 million, and that approximately 85 million
was spent in the Northwestern Ontario Economic Region (5 per cent
of all U.S. traveler expenditures in Ontario during the survey
period). The total of approximately 230 million in Ontario
traveler.

U.S. traveler expenditures in Ontario during the survey period
was approximately 215 million. (See Table No. 2.)

These figures are for U.S. travelers who traveled to Ontario
by passenger car during 1957, August and September of 1957. Not
included in U.S. traveler expenditures for the rest of the year, and
of those who traveled by other modes of transportation.

Almost 60 per cent of U.S. passenger cars whose destination was in Northern Ontario originated in the East-North Central Region, i.e. Michigan, Ohio, Indiana, Illinois and Wisconsin. (See Table No. 4.)

The next highest originator of U.S. passenger cars to your part of Ontario was the West-North Central Region, which includes Minnesota (the prime generator in this Region) Iowa, Missouri, Kansas, Nebraska, and the Dakotas; accounting for 17 per cent of U.S. passenger cars travelling to Northern Ontario during the period of survey.

The Mid Atlantic Region, composed of the States of New York, New Jersey, and Pennsylvania, generated 15 per cent of U.S. passenger cars to Northern Ontario, almost as many as the West North Central Region. Obviously, those States closest to Northern Ontario are your prime tourist market.

From a number of studies, we have determined that many American tourists are fairly regular visitors to your area, returning again and again. This is no doubt due to the nature of the attractions you have to offer. For instance, it is reasonable to assume that a visitor would come to Niagara Falls two or three times, and then the attraction might lose its "pull".

Almost 50 per cent of U.S. passenger cars when
destination was in Western Canada originated in the West-
Central region, i.e. Michigan, Ohio, Indiana, Illinois and
Wisconsin. (See Table No. 4.)

The most typical origin of U.S. passenger cars in
other parts of Canada was the West-North Central region, which
includes Minnesota (the prime generator in this region), Iowa,
Missouri, Kansas, Nebraska, and the Dakotas; accounting for 17
per cent of U.S. passenger cars traveling to Western Canada
during the period of survey.

The Mid-Atlantic region, composed of the States of
New York, New Jersey, and Pennsylvania, generated 17 per cent of
U.S. passenger cars to Western Canada, almost as many as the
West North Central region. Obviously, these States connect to
Western Canada via their prime routes.

There is a number of studies, as have mentioned that many
destinations within the United States are not yet open,
especially along the coast. There is no doubt that the number
of the destinations you have to visit. For instance, it is
reasonable to assume that a visitor would come to Chicago, St. Louis,
and so on, and then the destination might be the "end".

However, activities such as hunting and fishing, camping and boating may be enjoyed year after year, with no loss of interest.

I imagine you have a pardonable curiosity in knowing more about your visitors - what they do for a living - what incomes they have - what their recreational interests are.

We have found that almost half of them are in skilled and unskilled labour occupations. Thirty-four per cent are in professional and executive occupations. As a matter of fact you are more successful in attracting the latter affluent group than is the rest of the province. (See Table No. 5)

Next in size is the sales and clerical occupation group, followed by retired persons, and other miscellaneous occupations.

We asked U.S. visitors to Northern Ontario the amount of their annual family income and it was found that last year, this averaged \$11,670, and was approximately \$100 higher than that of American visitors to Southern Ontario. (See Table No. 6)

U.S. tourists stayed an average of more than five times longer in Northern Ontario than those visiting Southern Ontario. The average length of stay per trip-party in Northern Ontario was 5.6 nights, compared with 1.3 nights in Southern Ontario. (See Table No. 7)

The average size per trip-party visiting Northern Ontario (3.3 persons) was about the same as those who visited Southern Ontario (3.2 persons.). (See Table No. 8)

We asked U.S. visitors to Northern Ontario what was their main reason for selecting that particular part of the province as their destination. I am sure you will not be surprised to learn that the most frequently reported reason was "hunting and fishing" - reported by 15 per cent of all respondents. (See Table No. 9)

Tied for second place - and each reported by 14 per cent of respondents - were "camping/tenting" and "sightseeing away from cities".

Next in order was "to spend time at a vacation spot", reported by 12 per cent of respondents, followed by "sightseeing in cities" by 11 per cent. "Visiting friends or relatives" was reported as the main reason by 11 per cent of all respondents.

American visitors were also asked the reason for their initial interest in visiting Ontario. The one reported most often was "recommended by friends in the United States" (by 27 per cent of respondents). (See Table No. 10)

Next in order was "just to see Canada", stated by 14 per cent of respondents, and then "fishing and hunting" and "recommended by friends in Ontario" - both reported by 8 per cent. "Advertising" was mentioned by 6 per cent; "live close - a convenient route", also by 6 per cent. "Business reasons" were given by 1 per cent, and "other" by 30 per cent. This latter rather large percentage of respondents, did not specify how they first became interested in visiting Ontario.

Before concluding, I would like to give you some additional information on the tourist pattern in Northern Ontario.

Table No. 11 shows the number of non-resident passenger cars entering Northern Ontario, staying one or more nights in Canada, in 1969. As you may observe, 52 per cent of these visitors entered the province directly at Fort Frances, Pigeon River or Rainy River, and 48 per cent at Sault Ste. Marie. About 10 per cent more U.S. visitors entered Northern Ontario from Manitoba, or indirectly from Quebec or Southern Ontario. Sault Ste. Marie is the most important single entry point for American visitors to Northern Ontario. This is due partly to its central geographical position but also significant is the fact that it is connected directly with a number of densely populated and highly industrialized American States by means of U.S. Interstate Highway 75. (See Graph No. 1)

We have estimated that the total number of Canadian and U.S. visitors to Northern Ontario, by origin, for the year 1968 and including those arriving by all modes of transportation, was:

Origin	Estimated Number of Visitors
U.S. residents	2 million (approximate)
Canadians (other provinces excluding Ontario)	2.3 million (very approximate)
Southern Ontario	0.9 million (approximate)
Estimated total -	5.2 million

These tourists spent approximately \$186 million in Northern Ontario during 1968.

Graph No. II illustrates the growth in rental units in motel and motor hotel accommodation in Northeastern and Northwestern Ontario, compared with Southern Ontario. As you can see, the number of motel and motor hotel units is growing three times faster in Northern Ontario than it is in the south. This is just one indication that the tourist industry in Northern Ontario is healthy, and is expanding rapidly. It is contributing to the development of this part of Ontario, and creating greater employment opportunities for residents.

Summarizing, we could say that the majority of U.S. visitors to Northern Ontario originate in bordering, or those States close to bordering States.

You attract primarily visitors in labouring occupations, as well as those in professional and executive groups.

Their main reasons for visiting your area are for hunting and fishing, camping, tenting, sightseeing away from cities and towns, and to spend time at a vacation spot.

These are reliable data on the characteristics of U.S. visitors to Northern Ontario and I hope you will find this information useful in planning your advertising and marketing programs.

A P P E N D I X

TABLE NO. 1

ESTIMATED NUMBER OF U.S. VEHICLES WITH MAIN DESTINATION
IN NORTHERN ONTARIO, SUMMER 1969 (JULY, AUGUST AND SEPTEMBER)

	<u>Less Than 24 Hours</u>	<u>One or More Nights</u>	<u>Total Vehicles</u>
Northern Ontario	76,000	169,000	245,000
Vehicles in Northern Ontario as per cent of Total Ontario	4.2%	15.9%	8.5%
Southern Ontario	1,737,000	894,000	2,631,000
Total	<u>1,813,000</u>	<u>1,063,000</u>	<u>2,876,000</u>

TABLE NO. 2

ESTIMATED EXPENDITURE BY U.S. TRIP PARTIES
IN NORTHERN ONTARIO, SUMMER, 1969

	<u>Average Expenditure Per Trip Party</u>	<u>Total Expenditure (U.S.)</u>
Northern Ontario	\$ 122.08	\$ 29.9 million
Southern Ontario	\$ 55.70	\$ 146.6 million
Total Ontario	\$ 61.36	\$ 176.5 million

TABLE NO. 3

U.S. EXPENDITURE IN NORTHERN ONTARIO AS PER CENT
OF U.S. EXPENDITURE IN WHOLE ONTARIO

North-Eastern Ontario	14%
North-Western Ontario	3%
Northern Ontario	17% (*)

(*) Note: Compared to 8.5 per cent of total U.S. vehicles
in Northern Ontario

TABLE NO. 4

ORIGIN OF U.S. TRIP PARTIES TO NORTHERN ONTARIO

<u>U.S. Regions</u>	<u>Per Cent of U.S. Vehicles in Northern Ontario</u>
New England	0.9%
Mid-Atlantic	15.2
East-North Central	58.7
West-North Central	16.7
Mountain and Pacific	1.4
South Atlantic	4.3
South Central	2.6
Mexico, Other Non-U.S.	<u>0.2</u>
Total	100.0%

TABLE NO. 5

OCCUPATION OF U.S. VISITORS TO NORTHERN ONTARIO
AS COMPARED TO SOUTHERN ONTARIO

<u>Occupation</u> <u>Head of Household</u>	<u>Per Cent</u> <u>in Northern</u> <u>Ontario</u>	<u>Per Cent</u> <u>in Southern</u> <u>Ontario</u>
Professional	10%	14%
Executive	24	14
Sales, Clerical	9	15
Labour (Skilled, Unskilled)	48	46
Retired	6	6
Others	<u>3</u>	<u>5</u>
Total	100%	100%

TABLE NO. 6

ANNUAL INCOME OF U.S. VISITORS TO NORTHERN ONTARIO
AS COMPARED TO SOUTHERN ONTARIO

Annual Average Income of U.S. Trip Party Head to Northern Ontario	\$ 11,670
---	-----------

Annual Average Income of U.S. Trip Party Head to Southern Ontario	\$ 11,572
---	-----------

TABLE NO. 7

AVERAGE LENGTH OF STAY OF U.S. VISITORS

<u>Visitor Destination</u>	<u>Number of Nights</u>
Northern Ontario	5.62
Southern Ontario	1.33

TABLE NO. 8

AVERAGE PARTY SIZE OF U.S. VISITORS

<u>Party Destination</u>	<u>Party Size</u>
Northern Ontario	3.34
Southern Ontario	3.22

TABLE NO. 9

MAIN REASON FOR VISITING NORTHERN ONTARIO BY U.S. VISITORS,
SUMMER, 1969, (COMPARED TO SOUTHERN ONTARIO)

<u>Main Reason</u>	<u>Northern Ontario (in Per Cent)</u>	<u>Southern Ontario (in Per Cent)</u>
Hunting or fishing	15%	5% (7)
Camping, tenting	14	2 (13)
Sightseeing away from cities	14	18 (1)
To spend time at a vacation spot	12	13 (3)
To visit friends/relatives	11	10 (4)
Sightseeing in cities	11	14 (2)
Combined business/pleasure	5	3 (10)
To stay at a summer place I own	4	3 (9)
Boating and other outdoor activities	4	4 (8)
Shopping	2	2 (14)
A convenient route	2	9 (6)
Other non-business reasons	2	10 (5)
Commuting to work	2	2 (12)
To attend special events	1	3 (11)
Other business reasons	<u>1</u>	<u>2</u> (15)
Total	100%	100%

TABLE NO. 10

REASON FOR INITIAL INTEREST IN ONTARIO BY U.S.
VISITORS IN NORTHERN ONTARIO, SUMMER, 1969
(COMPARED TO SOUTHERN ONTARIO)

<u>Reason for Initial Interest</u>	<u>Northern Ontario (in Per Cent)</u>	<u>Southern Ontario (in Per Cent)</u>
Recommended by friends in U.S.A.	27%	26% (1)
Curiosity, just to see Canada	14	4 (5)
Fishing, hunting	8	4 (6)
Recommended by friends in Ontario	8	10 (3)
Advertising	6	4 (7)
Live close, convenient route	6	10 (4)
Business	1	3 (8)
To see Niagara Falls	-	12 (2)
Other, not stated	<u>30</u>	<u>27</u> (9)
Total	100%	100%

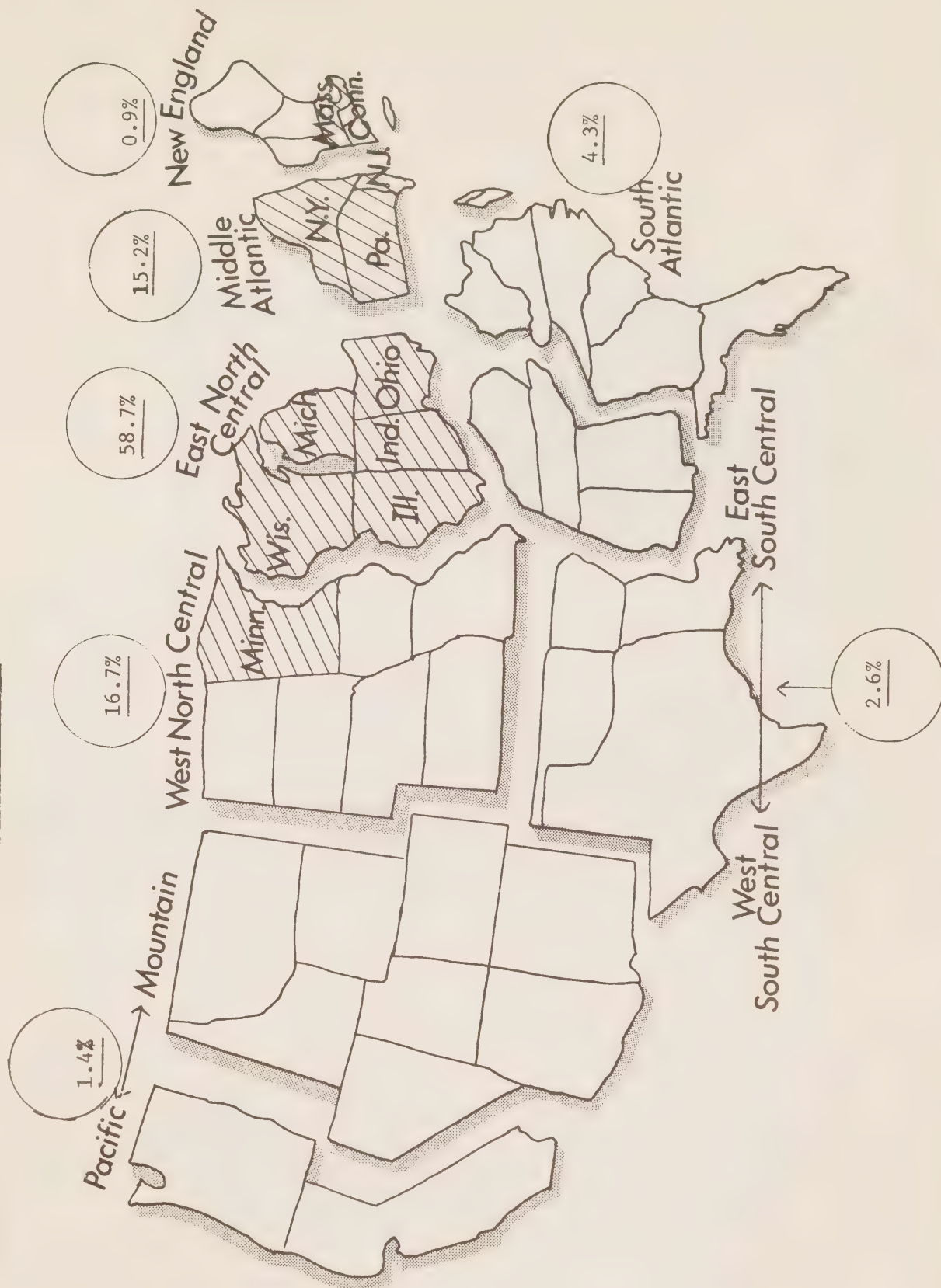
TABLE NO. 11

NUMBER OF NON-RESIDENT PASSENGER CARS ENTERING NORTHERN ONTARIO
AND STAYING ONE OR MORE NIGHTS IN CANADA DURING 1969

<u>Port of Entry</u>	<u>Number</u>	<u>Per Cent</u>
Fort Frances	98,339	
Pigeon River	58,044	
Rainy River	<u>9,592</u>	
(Sub-total)	165,975	52.2%
Sault Ste. Marie	<u>152,101</u>	<u>47.8%</u>
Total	318,076	100.0%

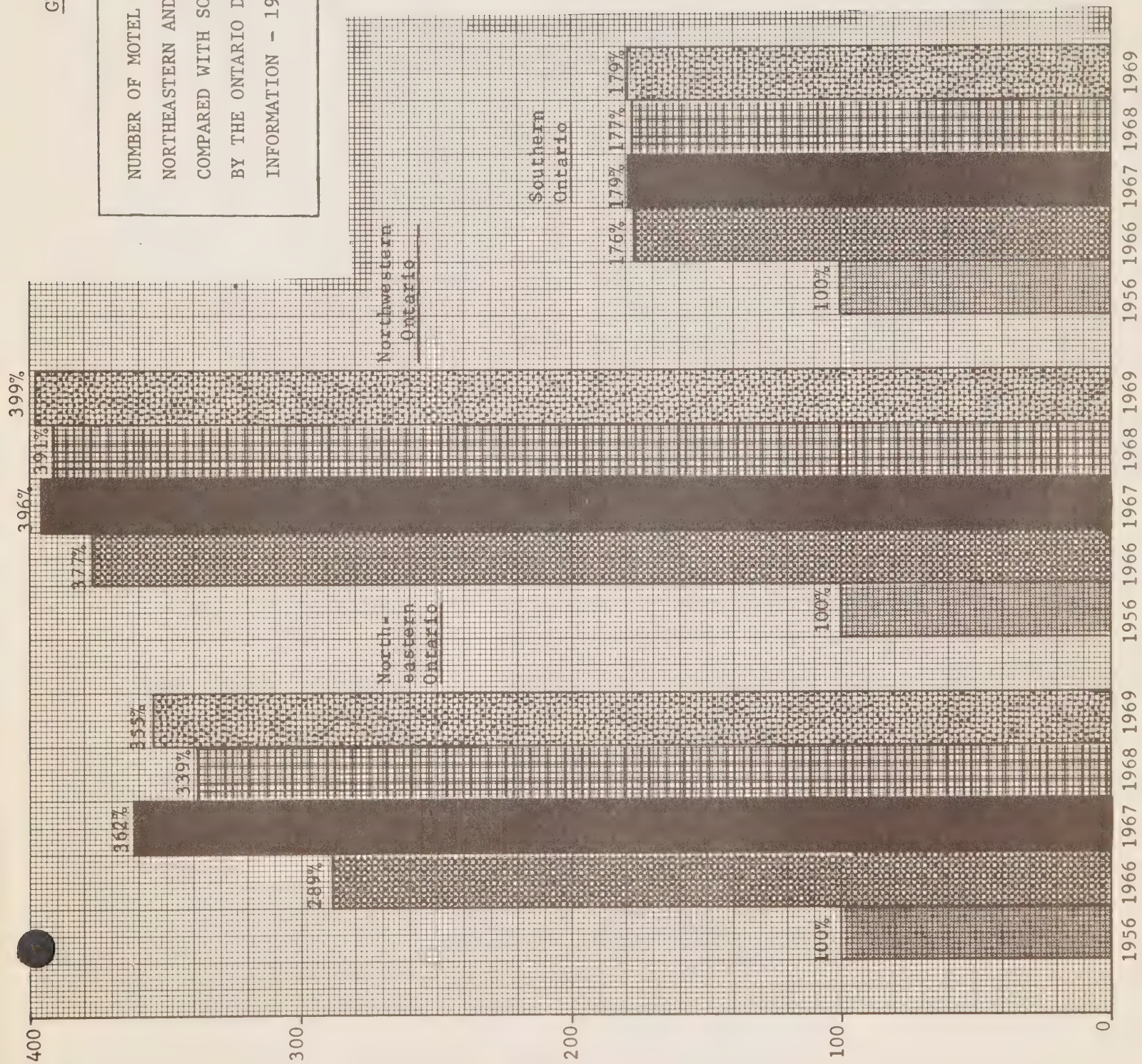
PER CENT OF U.S. TRIP-PARTIES TO NORTHERN ONTARIO,

BY U.S. CENSUS REGIONS OF ORIGIN, SUMMER, 1969



GRAPH NO. II

NUMBER OF MOTEL AND MOTOR HOTEL UNITS IN
NORTHEASTERN AND NORTHWESTERN ONTARIO
COMPARED WITH SOUTHERN ONTARIO, LICENSED
BY THE ONTARIO DEPARTMENT OF TOURISM AND
INFORMATION - 1956, 1966, 1967 AND 1969



TRAVEL
RESEARCH
BRANCH

REPORT

NO. 64

CHARACTERISTICS OF VISITORS

TO NORTHERN ONTARIO

(BASED ON U.S. AUTO EXIT SURVEY, 1969)

THE DEPARTMENT OF TOURISM AND INFORMATION
PROVINCE OF ONTARIO TORONTO CANADA
HON. JAMES AULD, MINISTER A.S. BRAY, DEPUTY MINISTER



NORTHERN ONTARIO TOURIST OUTFITTERS ASSOCIATION

CONFERENCE - THUNDER BAY, ONTARIO

NOVEMBER 2, 1970

"CHARACTERISTICS OF VISITORS TO NORTHERN ONTARIO"

An Address by Peter Klopchic, Ph.D.
Director Travel Research Branch,
Ontario Department of Tourism and
Information, Toronto, Ontario

During the summer of 1969, the Ontario Department of Tourism and Information supervised a survey of U.S. passenger cars exiting from Ontario border points. The purpose of this survey was to discover the main characteristics of U.S. visitors to Ontario, their expenditure patterns, and other information of benefit to the Ontario tourist industry.

By this means we obtained a tremendous amount of data covering the province which will be published in report form in a few months. For this audience, we have extracted specific data concerning visitors to Northern Ontario.

Among other things, we discovered that during the period of survey (July, August and September of 1969) almost one-quarter of a million U.S. vehicles visited Northern Ontario; approximately one-third of them stayed less than 24 hours, and slightly more than two-thirds stayed one or more nights.

This one-quarter of a million U.S. vehicles visiting in Northern Ontario represented 8.5 per cent of all U.S. vehicles travelling in Ontario during the period of survey. I would like to point out, however, that this 8.5 per cent of the total number of U.S. vehicles in Ontario generated 17 per cent of all U.S. tourist expenditure in the province during this period. (See Tables Nos. 1 and 3.)

You will be interested to know that in a comparison of U.S. visitor-expenditures by Ontario Economic Region, it was found that Niagara-Iroquoia Economic Region had the highest percentage (40%) of all tourist expenditure in the province, but the Northeastern Ontario Economic Region was second highest, with 14 per cent or approximately \$24 millions, and that approximately \$6 million was spent in the Northwestern Ontario Economic Region (3 per cent of all U.S. tourist expenditure in Ontario during the survey period) for a total of approximately \$30 million in Northern Ontario.

U.S. tourist expenditure in Ontario during the survey period was approximately \$176 millions. (See Table No. 2:)

These figures are for U.S. tourists who travelled to Ontario by passenger car during July, August and September of 1969. Not included is U.S. tourist expenditure for the rest of the year, and of those who travelled by other modes of transportation.

Almost 60 per cent of U.S. passenger cars whose destination was in Northern Ontario originated in the East-North Central Region, i.e. Michigan, Ohio, Indiana, Illinois and Wisconsin. (See Table No. 4.)

The next highest originator of U.S. passenger cars to your part of Ontario was the West-North Central Region, which includes Minnesota (the prime generator in this Region) Iowa, Missouri, Kansas, Nebraska, and the Dakotas; accounting for 17 per cent of U.S. passenger cars travelling to Northern Ontario during the period of survey.

The Mid Atlantic Region, composed of the States of New York, New Jersey, and Pennsylvania, generated 15 per cent of U.S. passenger cars to Northern Ontario, almost as many as the West North Central Region. Obviously, those States closest to Northern Ontario are your prime tourist market.

From a number of studies, we have determined that many American tourists are fairly regular visitors to your area, returning again and again. This is no doubt due to the nature of the attractions you have to offer. For instance, it is reasonable to assume that a visitor would come to Niagara Falls two or three times, and then the attraction might lose its "pull".

However, activities such as hunting and fishing, camping and boating may be enjoyed year after year, with no loss of interest.

I imagine you have a pardonable curiosity in knowing more about your visitors - what they do for a living - what incomes they have - what their recreational interests are.

We have found that almost half of them are in skilled and unskilled labour occupations. Thirty-four per cent are in professional and executive occupations. As a matter of fact you are more successful in attracting the latter affluent group than is the rest of the province. (See Table No. 5)

Next in size is the sales and clerical occupation group, followed by retired persons, and other miscellaneous occupations.

We asked U.S. visitors to Northern Ontario the amount of their annual family income and it was found that last year, this averaged \$11,670, and was approximately \$100 higher than that of American visitors to Southern Ontario. (See Table No. 6)

U.S. tourists stayed an average of more than five times longer in Northern Ontario than those visiting Southern Ontario. The average length of stay per trip-party in Northern Ontario was 5.6 nights, compared with 1.3 nights in Southern Ontario. (See Table No. 7)

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS

The average size per trip-party visiting Northern Ontario (3.3 persons) was about the same as those who visited Southern Ontario (3.2 persons). (See Table No. 8)

We asked U.S. visitors to Northern Ontario what was their main reason for selecting that particular part of the province as their destination. I am sure you will not be surprised to learn that the most frequently reported reason was "hunting and fishing" - reported by 15 per cent of all respondents. (See Table No. 9)

Tied for second place - and each reported by 14 per cent of respondents - were "camping/tenting" and "sightseeing away from cities".

Next in order was "to spend time at a vacation spot", reported by 12 per cent of respondents, followed by "sightseeing in cities" by 11 per cent. "Visiting friends or relatives" was reported as the main reason by 11 per cent of all respondents.

American visitors were also asked the reason for their initial interest in visiting Ontario. The one reported most often was "recommended by friends in the United States" (by 27 per cent of respondents). (See Table No. 10)

Next in order was "just to see Canada", stated by 14 per cent of respondents, and then "fishing and hunting" and "recommended by friends in Ontario" - both reported by 8 per cent. "Advertising" was mentioned by 6 per cent; "live close - a convenient route", also by 6 per cent. "Business reasons" were given by 1 per cent, and "other" by 30 per cent. This latter rather large percentage of respondents, did not specify how they first became interested in visiting Ontario.

Before concluding, I would like to give you some additional information on the tourist pattern in Northern Ontario.

Table No. 11 shows the number of non-resident passenger cars entering Northern Ontario, staying one or more nights in Canada, in 1969. As you may observe, 52 per cent of these visitors entered the province directly at Fort Frances, Pigeon River or Rainy River, and 48 per cent at Sault Ste. Marie. About 10 per cent more U.S. visitors entered Northern Ontario from Manitoba, or indirectly from Quebec or Southern Ontario. Sault Ste. Marie is the most important single entry point for American visitors to Northern Ontario. This is due partly to its central geographical position but also significant is the fact that it is connected directly with a number of densely populated and highly industrialized American States by means of U.S. Interstate Highway 75. (See Graph No. I)

We have estimated that the total number of Canadian and U.S. visitors to Northern Ontario, by origin, for the year 1968 and including those arriving by all modes of transportation, was:

Origin	Estimated Number of Visitors
U.S. residents	2 million (approximate)
Canadians (other provinces excluding Ontario)	2.3 million (very approximate)
Southern Ontario	0.9 million (approximate)
Estimated total -	5.2 million

These tourists spent approximately \$186 million in Northern Ontario during 1968.

Graph No. II illustrates the growth in rental units in motel and motor hotel accommodation in Northeastern and Northwestern Ontario, compared with Southern Ontario. As you can see, the number of motel and motor hotel units is growing three times faster in Northern Ontario than it is in the south. This is just one indication that the tourist industry in Northern Ontario is healthy, and is expanding rapidly. It is contributing to the development of this part of Ontario, and creating greater employment opportunities for residents.

Summarizing, we could say that the majority of U.S. visitors to Northern Ontario originate in bordering, or those States close to bordering States.

You attract primarily visitors in labouring occupations, as well as those in professional and executive groups.

Their main reasons for visiting your area are for hunting and fishing, camping, tenting, sightseeing away from cities and towns, and to spend time at a vacation spot.

These are reliable data on the characteristics of U.S. visitors to Northern Ontario and I hope you will find this information useful in planning your advertising and marketing programs.

A P P E N D I X

TABLE NO. 1

ESTIMATED NUMBER OF U.S. VEHICLES WITH MAIN DESTINATION
IN NORTHERN ONTARIO, SUMMER 1969 (JULY, AUGUST AND SEPTEMBER)

	<u>Less Than 24 Hours</u>	<u>One or More Nights</u>	<u>Total Vehicles</u>
Northern Ontario	76,000	169,000	245,000
Vehicles in Northern Ontario as per cent of Total Ontario	4.2%	15.9%	8.5%
Southern Ontario	1,737,000	894,000	2,631,000
Total	<u>1,813,000</u>	<u>1,063,000</u>	<u>2,876,000</u>

TABLE NO. 2

ESTIMATED EXPENDITURE BY U.S. TRIP PARTIES
IN NORTHERN ONTARIO, SUMMER, 1969

	<u>Average Expenditure Per Trip Party</u>	<u>Total Expenditure (U.S.)</u>
Northern Ontario	\$ 122.08	\$ 29.9 million
Southern Ontario	\$ 55.70	\$ 146.6 million
Total Ontario	\$ 61.36	\$ 176.5 million

TABLE NO. 3

U.S. EXPENDITURE IN NORTHERN ONTARIO AS PER CENT
OF U.S. EXPENDITURE IN WHOLE ONTARIO

North-Eastern Ontario	14%
North-Western Ontario	3%
Northern Ontario	17% (*)

(*) Note: Compared to 8.5 per cent of total U.S. vehicles
in Northern Ontario

TABLE NO. 4

ORIGIN OF U.S. TRIP PARTIES TO NORTHERN ONTARIO

<u>U.S. Regions</u>	<u>Per Cent of U.S. Vehicles in Northern Ontario</u>
New England	0.9%
Mid-Atlantic	15.2
East-North Central	58.7
West-North Central	16.7
Mountain and Pacific	1.4
South Atlantic	4.3
South Central	2.6
Mexico, Other Non-U.S.	<u>0.2</u>
Total	100.0%

TABLE NO. 5

OCCUPATION OF U.S. VISITORS TO NORTHERN ONTARIO
AS COMPARED TO SOUTHERN ONTARIO

<u>Occupation</u> <u>Head of Household</u>	<u>Per Cent</u> <u>in Northern</u> <u>Ontario</u>	<u>Per Cent</u> <u>in Southern</u> <u>Ontario</u>
Professional	10%	14%
Executive	24	14
Sales, Clerical	9	15
Labour (Skilled, Unskilled)	48	46
Retired	6	6
Others	<u>3</u>	<u>5</u>
Total	100%	100%

TABLE NO. 6

ANNUAL INCOME OF U.S. VISITORS TO NORTHERN ONTARIO
AS COMPARED TO SOUTHERN ONTARIO

Annual Average Income of U.S. Trip Party Head to Northern Ontario	\$ 11,670
---	-----------

Annual Average Income of U.S. Trip Party Head to Southern Ontario	\$ 11,572
---	-----------

TABLE NO. 7

AVERAGE LENGTH OF STAY OF U.S. VISITORS

<u>Visitor Destination</u>	<u>Number of Nights</u>
Northern Ontario	5.62
Southern Ontario	1.33

TABLE NO. 8

AVERAGE PARTY SIZE OF U.S. VISITORS

<u>Party Destination</u>	<u>Party Size</u>
Northern Ontario	3.34
Southern Ontario	3.22

TABLE NO. 9

MAIN REASON FOR VISITING NORTHERN ONTARIO BY U.S. VISITORS,
SUMMER, 1969, (COMPARED TO SOUTHERN ONTARIO)

<u>Main Reason</u>	<u>Northern Ontario (in Per Cent)</u>	<u>Southern Ontario (in Per Cent)</u>
Hunting or fishing	15%	5% (7)
Camping, tenting	14	2 (13)
Sightseeing away from cities	14	18 (1)
To spend time at a vacation spot	12	13 (3)
To visit friends/relatives	11	10 (4)
Sightseeing in cities	11	14 (2)
Combined business/pleasure	5	3 (10)
To stay at a summer place I own	4	3 (9)
Boating and other outdoor activities	4	4 (8)
Shopping	2	2 (14)
A convenient route	2	9 (6)
Other non-business reasons	2	10 (5)
Commuting to work	2	2 (12)
To attend special events	1	3 (11)
Other business reasons	<u>1</u>	<u>2</u> (15)
Total	100%	100%

TABLE NO. 10

REASON FOR INITIAL INTEREST IN ONTARIO BY U.S.
VISITORS IN NORTHERN ONTARIO, SUMMER, 1969
(COMPARED TO SOUTHERN ONTARIO)

<u>Reason for Initial Interest</u>	<u>Northern Ontario (in Per Cent)</u>	<u>Southern Ontario (in Per Cent)</u>
Recommended by friends in U.S.A.	27%	26% (1)
Curiosity, just to see Canada	14	4 (5)
Fishing, hunting	8	4 (6)
Recommended by friends in Ontario	8	10 (3)
Advertising	6	4 (7)
Live close, convenient route	6	10 (4)
Business	1	3 (8)
To see Niagara Falls	-	12 (2)
Other, not stated	<u>30</u>	<u>27</u> (9)
Total	100%	100%

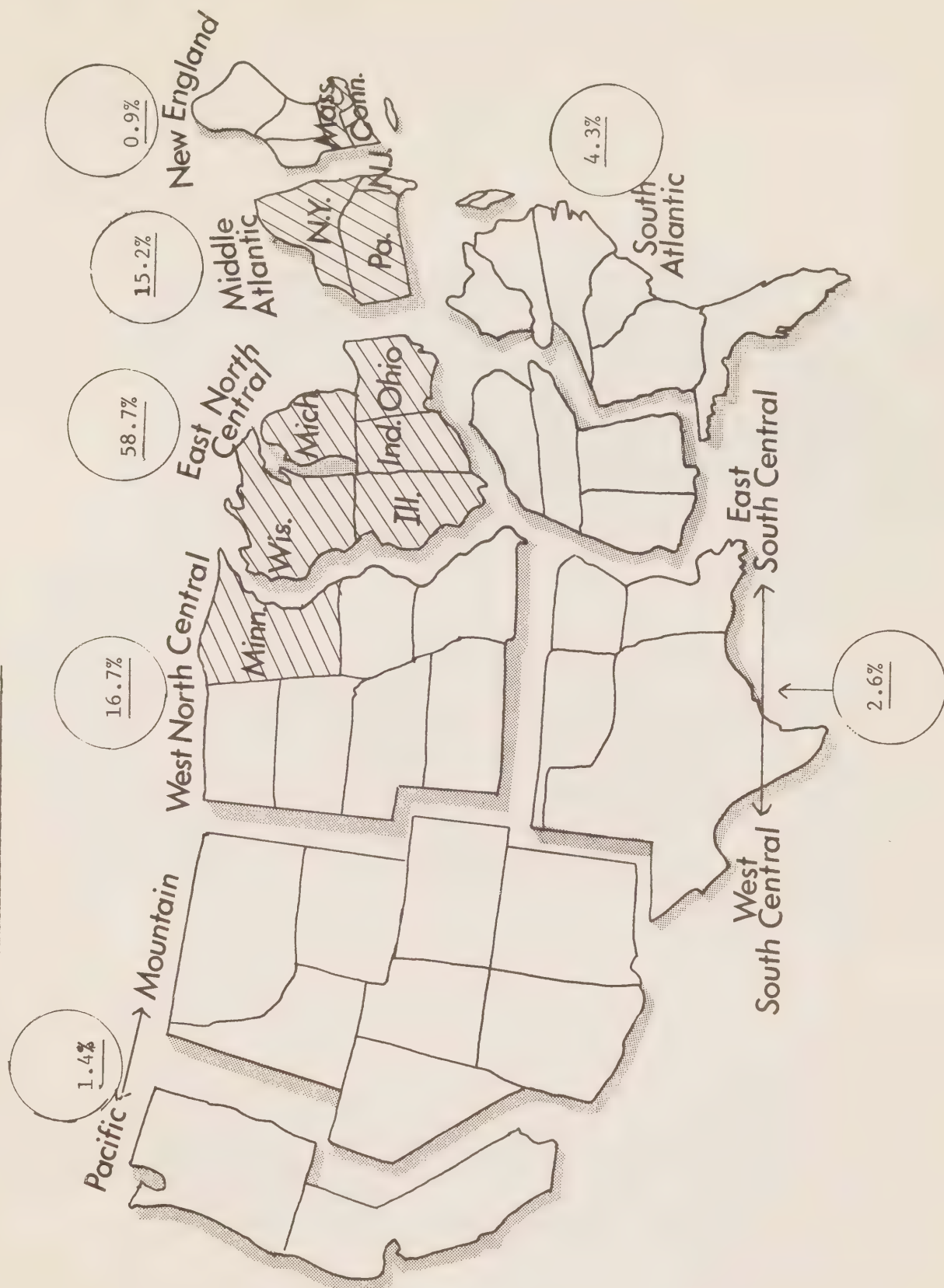
TABLE NO. 11

NUMBER OF NON-RESIDENT PASSENGER CARS ENTERING NORTHERN ONTARIO
AND STAYING ONE OR MORE NIGHTS IN CANADA DURING 1969

<u>Port of Entry</u>	<u>Number</u>	<u>Per Cent</u>
Fort Frances	98,339	
Pigeon River	58,044	
Rainy River	<u>9,592</u>	
(Sub-total)	165,975	52.2%
Sault Ste. Marie	<u>152,101</u>	<u>47.8%</u>
Total	318,076	100.0%

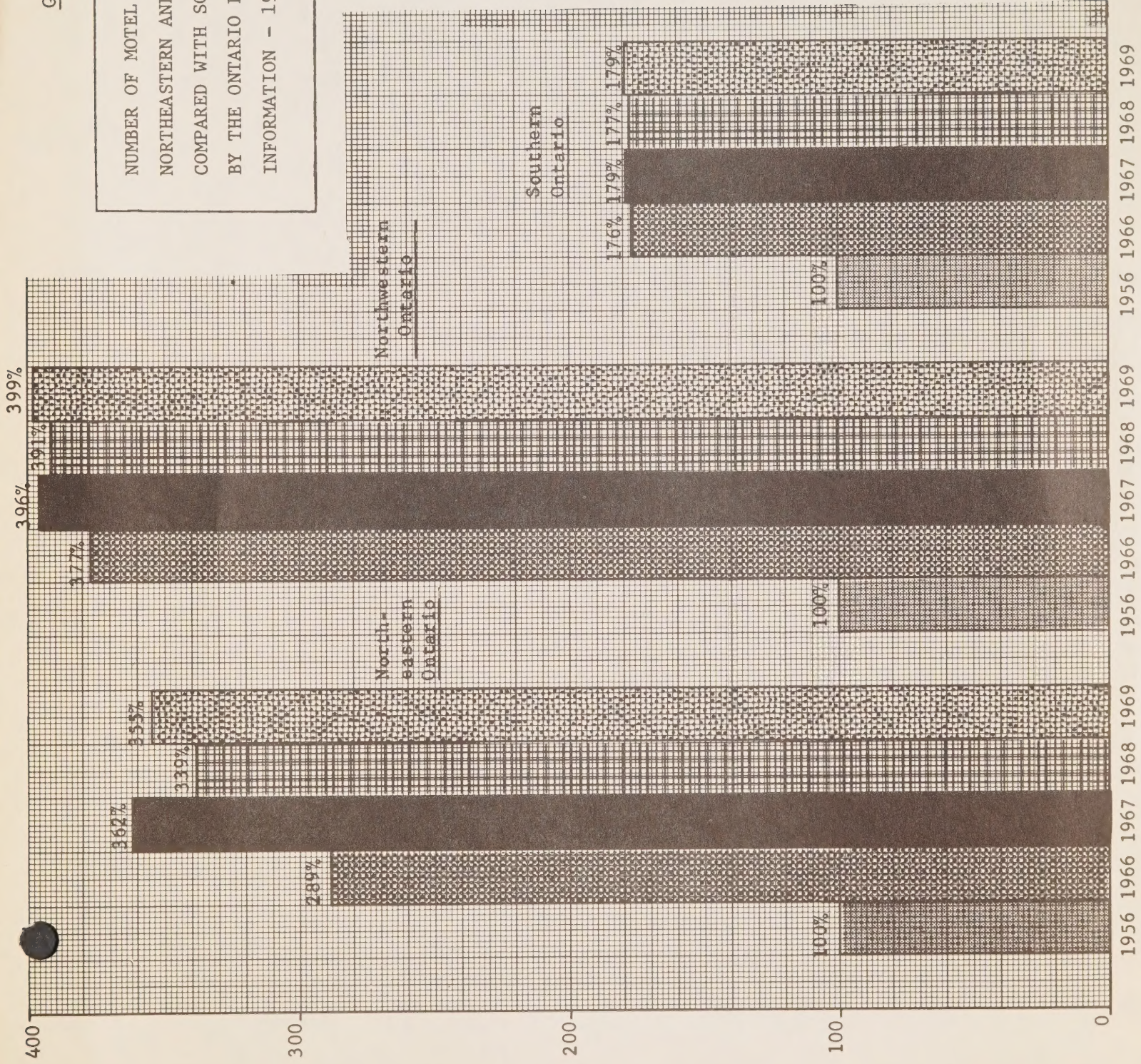
PER CENT OF U.S. TRIP-PARTIES TO NORTHERN ONTARIO,

BY U.S. CENSUS REGIONS OF ORIGIN, SUMMER, 1969



GRAPH NO. II

NUMBER OF MOTEL AND MOTOR HOTEL UNITS IN
NORTHEASTERN AND NORTHWESTERN ONTARIO
COMPARED WITH SOUTHERN ONTARIO, LICENSED
BY THE ONTARIO DEPARTMENT OF TOURISM AND
INFORMATION - 1956, 1966, 1967 AND 1969



ALCO ROLAPRIS
GENUINE FELTBOARD FILTER
B 2507

ALCO CANADIAN COMPANY LTD.
TORONTO CANADA

3 1761 11546901 7

